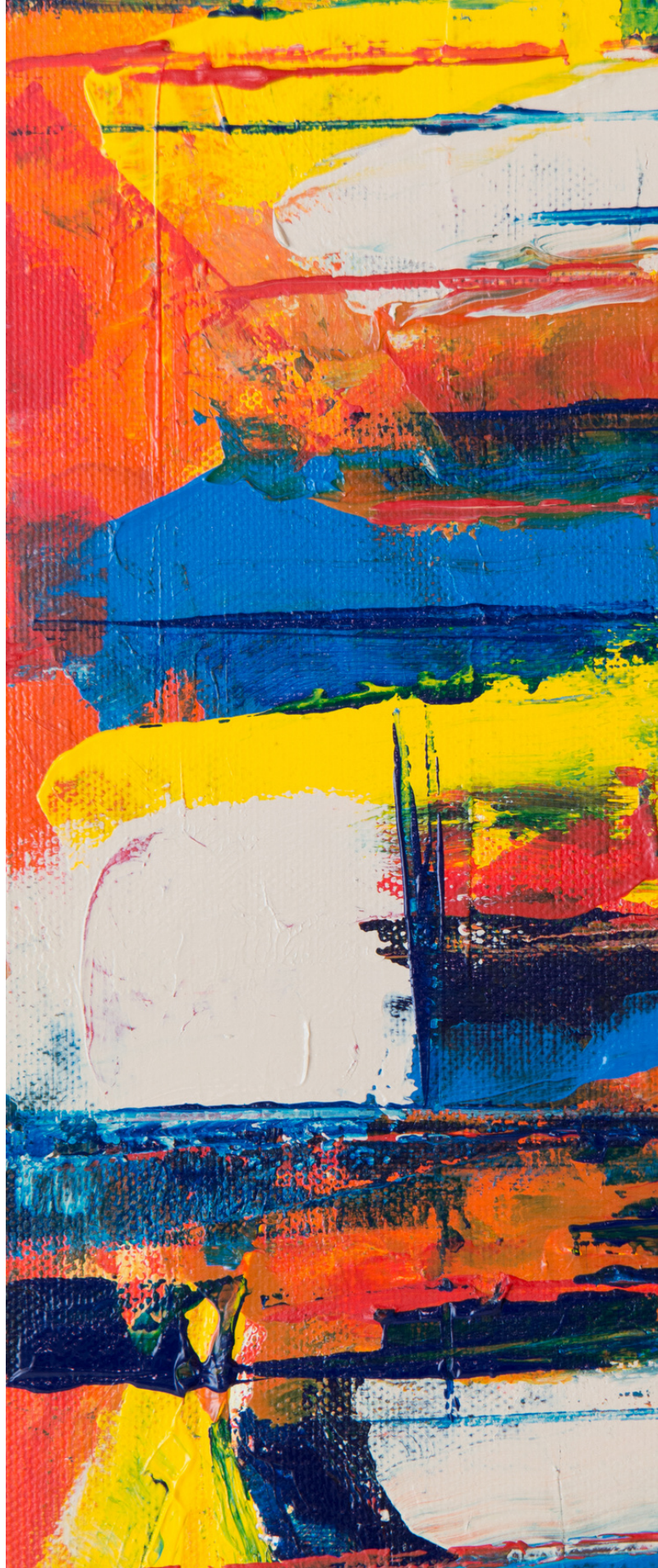


2023  
JANUARY  
**NEWS  
LETTER**

Shaping India's health system by owning and contributing to strategic healthcare agenda



## NEWS

# LETTER

## Impact in the last 30 days

**Government Engagement:** NATHEALTH organizes stakeholder workshop with the Uttar Pradesh Government

**Government Engagement:** NATHEALTH's key role in the Uttar Pradesh Global Investors Summit 2023 on 10-12 February 2023

**Government Engagement:** NATHEALTH submits industry comments on the Uttar Pradesh Government's Draft PPP Policy

**Government Engagement:** Meeting held with UP Medical Education Minister Shri Alok Kumar on improving allied workforce capacity

**Government Engagement:** NATHEALTH's strategic meeting with ADB Mission stakeholders with a focus on Asia Pacific & African regions

**Infrastructure Development:** An update on the NATHEALTH Healthcare Financing Whitepaper

**Stakeholder collaborations:** NATHEALTH a part of IMA's One Profession, One Voice roundtable event

**NATHEALTH 9th Annual Summit:** NATHEALTH opens up Sponsorship Opportunities for 9th Annual Summit Arogya Bharat 2023

**NATHEALTH 9th Annual Summit:** Registrations now open for 9th Annual Summit Arogya Bharat 2023

**CSR Charter:** Collaboration for Quality project moving in the right direction

**Stakeholder engagement:** NATHEALTH announces GC Elections

**Secretariat announcement:** NATHEALTH Secretariat onboards Dr. Pushpa Prasad as the Lead - Southern Region

## Building and Enhancing Public & Government Trust

### NATHEALTH organizes stakeholder workshop with Uttar Pradesh Government



**Shri Brajesh Pathak**  
*Honourable Deputy Chief Minister, Medical Health & Family Welfare*



**Shri Raja Mayankeshwar Sharan Singh**  
*Honourable State Minister of Health, Medical Health & Family Welfare*

The Government of Uttar Pradesh in collaboration with NATHEALTH, State Agency for Comprehensive Health Insurance and Integrated Services (SACHIS), State Health Agency for implementation of Pradhan Mantri Jan Arogya Yojna (PM-JAY), and ACCESS Health organized a stakeholder consultation workshop to boost private sector participation for healthcare excellence in Uttar Pradesh on January 23, 2023, in Lucknow.

The workshop, titled “Private Sector Partnerships for Healthcare Excellence in Uttar Pradesh”, was attended by over 100 participants from a varied group of private sector partners. Like industry bodies such as the Association of Healthcare Providers, Confederation of Indian Industry, Uttar Pradesh Nursing Home Association; large private hospitals such as Regency, Yashoda, Metro Group, Shalby, pharma and diagnostic companies such as SRL, MSD, and enterprises such HCL Healthcare; DCDC Kidney Care, Vilgrow, POCT Services National Investment, and Infrastructure Fund and Uttar Pradesh Technical Support Unit —shared their experiences, highlighting how they can be applied to the healthcare ecosystem in Uttar Pradesh.

The open platform for conversations sparked ideas and opened pathways to aid the efforts of ACCESS Health and its partners in making equitable access to healthcare a reality in Uttar Pradesh.

## Building and Enhancing Public & Government Trust

### Uttar Pradesh Global Investors Summit 2023 on 10-12 February 2023

With the objective of making Uttar Pradesh a Global Investment Hub, the Government of Uttar Pradesh is organizing Uttar Pradesh Global Investors Summit 2023 on 10-12 February 2023 at Vrindavan Colony, Lucknow, Uttar Pradesh. [Click to register.](#)

NATHEALTH was a part of the pre-cursor discussions in the form of a roundtable conference, which has led to the said summit. Through intensive deliberations, one of the major asks was to invite NATHEALTH members to be part of this important initiative.

Hon'ble Prime Minister of India, Shri Narendra Modi, will inaugurate the UP Investors Summit on 10 February 2023. The Global Investors Summit is being organized under the leadership of the Hon'ble Chief Minister of Uttar Pradesh Shri Yogi Adityanath.

The 3-day long Investors Summit will bring together Policy Makers, Corporate Leaders, Domestic & International Business Delegations, Academia, Thought Leaders from across the globe, to collectively explore business opportunities and forge partnerships. Deliberations during the three days will also aim at the vision of the Hon'ble Prime Minister of India, of making our country a USD 5 Trillion economy, towards which the Government of Uttar Pradesh has set an ambitious target of making the State a USD 1 Trillion economy in next 5 years.

#### **Some key highlights of the Summit include:**

- Investment & Business Opportunities with national and international corporates across sectors
- Convergence of decision makers
- Enabling policies & investment climate
- 8 partner country sessions

## Building and Enhancing Public & Government Trust

### NATHEALTH submits industry comments on Uttar Pradesh Government's Draft PPP Policy

NATHEALTH, in response to Uttar Pradesh Government's Scheme for Government Support to attract Private Investment in the Development of Hospitals in the State of Uttar Pradesh, has submitted a consolidated industry feedback. The feedback is from the NATHEALTH investors forum on the PPP Infra Investment Policy that is under preparation.

#### The feedback broadly covers:

- Models for private sector investment in hospital development
- Reimbursement by the authority for healthcare services
- Leveraging viability gap funding by Government of India
- State Government funded incentives/Fiscal and Non-Fiscal incentives
- Payments for healthcare services
- Improvement of Outpatient, Inpatient, Diagnostic services

### Meeting held with UP Medical Education Minister Shri Alok Kumar on improving allied workforce capacity

NATHEALTH recently met with Shri Alok Kumar, Principal Secretary, Medical Education, Government of Uttar Pradesh to discuss areas of collaboration for the scaling up of allied healthcare workforce. Shri Alok Kumar's positive response will help in charting out future pathways for the said initiative.



One of the key asks by Shri Alok Kumar from NATHEALTH was to prepare a PPP model / proposal on providing training at degree/ diploma or certification level to scale up the allied health workers. This is primarily as UP is the only state, which has a PPP policy for medical colleges and for nursing and paramedical in progress. The meeting was also joined by key leaders from Nephro Vitus and Apex Kidney Care.

## Building and Enhancing Public & Government Trust

### NATHEALTH's strategic meeting with ADB Mission stakeholders with a focus on Asia Pacific & African regions



Government of India's ADB Mission team undertook a discussion with NATHEALTH on key potential areas for the health sector landscape in Asia Pacific, including improving quality of care, supporting policies and regulations in health & digital health, and creation and operationalization of healthcare providers.

There were discussions on emerging health requirements in the Asia Pacific and African regions and strong consensus on the need to align multilateral, government, and private sector agendas.

As an outcome, the ADB Mission team will explore:

- Preparation of white papers in collaboration with NATHEALTH on generating evidence related to the cost-effectiveness of medicines, devices and health programs using the Health Technology Assessment (HTA) approach.
- Working closely on adopting new medical technologies on senior healthcare, digitization of health services, health equity through improving access to quality health services in tier 2 and tier 3 services.
- Strengthening the healthcare workforce.

## Thought Leadership Initiatives

### An update on the NATHEALTH Healthcare Financing Whitepaper

NATHEALTH's upcoming Healthcare Financing Whitepaper is moving in the right direction and shall be completed very soon. The paper focuses on the design and structure of health financing reform to facilitate Universal Health Coverage (UHC).

This will be achieved by:

- Creating healthcare infrastructure (hospitals) under PPP mode, given our beds per 1,000 ratio is only ~1.1 vis a vis global average of >3, bringing the 30% of population termed as “missing middle” under the health protection scheme
- Incentivizing care coordination and viability of care delivery in the form of value-based payment
- Understanding the success behind some of the non-hospital PPPs
- Understanding the relevance of value-based pricing of healthcare services in the Indian context
- Learn from best practices across the globe
- Chart out recommendations on a possible reimbursement model that could be implemented in India

### NATHEALTH a part of IMA's One Profession, One Voice roundtable

NATHEALTH was a prominent part of IMA's roundtable One Profession, One Voice, a cohesive approach to break sectorial walls to bring all clinicians on the same platform.

NATHEALTH's Ex-President Dr. Harsh Mahajan, Secretary General Mr. Siddhartha Bhattacharya, Dr. Narottam Puri, Dr. Girdhar Gyani, and Dr. RV Asokan were key members on the panel discussion. The session dwelled on pertinent aspects of creating a single platform for medical professionals to voice their opinion and play a role in the country's health policies.

## Thought Leadership Initiatives

### Registrations now open for 9th Annual Summit Arogya Bharat 2023

Registrations are [now open](#) for NATHEALTH's Annual Summit Arogya Bharat 2023. The event will be held on 22 & 23 March 2023 at The Lalit, New Delhi. The event's theme is "Redefining the Role of Private Sector in Achieving Universal Health Coverage while addressing current barriers and unlocking critical pathways". The summit's vision is to support the National Agenda by actioning upon some of the post pandemic lessons and harnessing the true potential of the private sector. [Know more](#)



The event implies to:

- Effectively collaborate on the national UHC agenda: Successfully integrating into the ecosystem envisioned as Arogya Bharat, where both public and private sector deliver their responsibility while fulfilling their key obligations to key stakeholders.
- Demonstrate real demand and innovate in channelizing this demand to scale hyper efficient models of care delivery.

Click to [Register here](#).

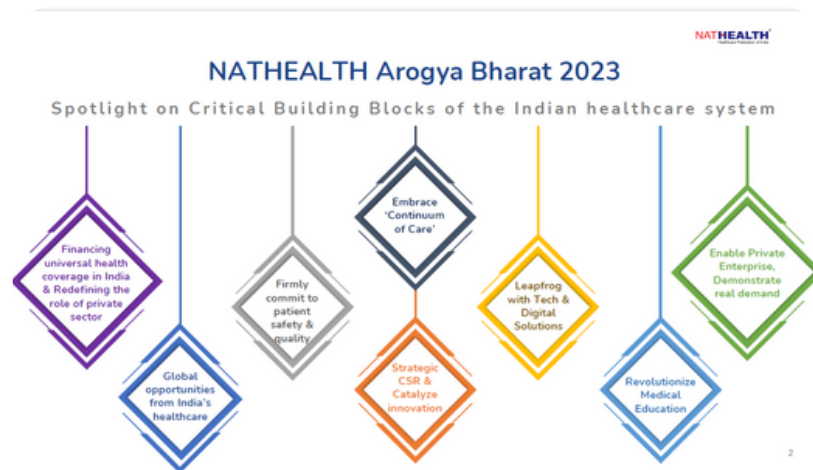
#### Summit Framework

The event is designed to bring industry and the government together to discuss, deliberate and chart the way forward for a stronger and resilient India, which can be ready for any future complications and uncertainties. This will be a platform to discuss learnings from the pandemic and the way forward, learn, and adapt from global best practices from everyone in the healthcare ecosystem from start-ups to philanthropic organizations, create new operating mechanisms, harness the knowledge and technology for best possible solutions.



## Thought Leadership Initiatives

# NATHEALTH opens up Sponsorship Opportunities for 9th Annual Summit Arogya Bharat 2023



The Annual Summit comes with a legacy of 5000+ participants (2019-2022), presence of numerous key Government speakers, important policy makers, and multiple industry stakeholders. This year too, the congregation will be as prolific and vast. The 9th Annual Summit Arogya Bharat 2023 will be held on 22 & 23 March 2023 at The Lalit, New Delhi. **Click to [Register here](#).**

NATHEALTH thus invites you to be a prominent part of the Annual Summit, by way of partnerships and sponsorships. NATHEALTH welcomes you to come together and be a part of the vision for:

- Exploring innovative healthcare financing
- Revolutionizing medical education
- Embracing patient safety
- Leapfrogging with use of digital technologies
- Re-imagining preventive health & wellness
- Global opportunities for India's healthcare
- Recognizing commendable CSR practices
- Promoting Start-ups & Innovation
- Creating business opportunities

**Contact the Secretariat for exploring partnership opportunities:**

Call +91 98115 20397 or write at [anwasha.pandey@nathealth.co.in](mailto:anwasha.pandey@nathealth.co.in) /

[vrinda.chaturvedi@nathealth.co.in](mailto:vrinda.chaturvedi@nathealth.co.in)

## Continuous Stakeholder Engagement

### NATHEALTH announces GC Elections

NATHEALTH has announced the election schedule for the NATHEALTH Governing Council (2022-2024). The term of the present Governing Council (2020-2022) will come to an end in the forthcoming AGM to be held in March 2023.

The Federation is conducting elections in the Phygital mode ie. Physical mode along with Digital Mode. NATHEALTH has developed a Digital Platform, which will also be used for exchange of information and other documents in the ensuing elections of NATHEALTH Governing Council (2022-2024).

The Governing Council consists of representatives of the diverse membership of NATHEALTH and plays a significant role in formulating strategies and priorities & achieving objectives of the Federation. Members of the Governing Council would be required to devote continuous involvement and commitment of time to be able to discharge their obligations in true letter & spirit.

### NATHEALTH welcomes its newest members

NATHEALTH is happy to share that new members are joining the Federation on a consistent basis. Most recent members are:

- Mr. Anshul Kochar, ANH Technologies Pvt. Ltd. (MedTech)
- Mr. Saurabh Gupta, MyITManager (Digital Health)
- Ms. Musrefa Hossain, GD Hospital & Diabetes Institute (Healthcare Provider)
- Mayur Shetty, Blackfrog Technologies (MedTech)
- Niranjana Kumar, APMEI (Association)

## CSR Charter Movement

### “We Stand with Patient Safety & Quality Care” campaign moving ahead strongly

NATHEALTH’s campaign in association with QCI, NABH & NABL has picked up pace. The rationale behind the campaign is that:

- There is currently no strong narrative around patient safety, quality, processes and standards.
- Patients and consumers are not aware of the value chain of patient safety and quality that for a final quality product or service, the entire chain needs to be built around this ethos.
- No clear indicators or parameters for safety and quality care in India.
- There is a need to simplify the concept for common people by building a constellation of partners.

For the same, the core team of the campaign has designed a mechanism to mobilize the campaign, which will:

- Create a joint working group with leaders/members from QCI, NABL and NABH with NATHEALTH as a convening partner.
- Build a campaign toolkit to illustrate timelines, deliverables and outcomes.
- Build a robust dissemination strategy enabling members of the organizations to participate in the campaign and cross promote messaging.

#### The next steps charted out are:

- Building consensus on the key messages
- Overview of key interventions to be undertaken
- Select media briefing for campaign announcement
- Building thought leadership through opinion articles

**MECHANISM TO MOBILISE THE CAMPAIGN**

- Creating a joint working group with leaders/members from QCI, NABL and NABH
  - To organisations to be at the forefront of the campaign
  - NATHEALTH to be a convening partner
  - Build a campaign toolkit which can illustrate timelines, deliverables and outcomes
  - Robust dissemination strategy enabling members of the organisations to participate in the campaign and cross-promote messaging



**Dr. Narottam Puri**  
Principal Advisor,  
Quality Council of India



**N. Venkateswaran,**  
CEO, NABL



**Dr. Atul Mohan Kochhar**  
CEO,  
NABH



- Partnering with a National TV and radio channels

## Secretariat Announcement

### NATHEALTH Secretariat onboards Dr. Pushpa Prasad as the Lead - Southern Region

NATHEALTH is pleased to announce that Dr. Pushpa Rajendra Prasad has joined the team as the Lead - Southern Region effective 16th January, 2023. Dr. Pushpa will be reporting to the Secretary General. In this role, she will track engagement levels per member and ensure that the Federation grows both, the overall pool of membership engagement opportunities as well as its equitable distribution as per membership eligibility and entitlement.



Pushpa will also act as the nodal point for the Southern Region Chapter and engage with the NATHEALTH community in this region while aligning the state focus areas with national priorities. Dr. Pushpa is currently located in Bangalore and she will be handling the Southern Region from her base in Bangalore, working closely with the NATHEALTH leadership team, community and secretariat.

Dr. Pushpa is a seasoned Healthcare Professional with Bachelors in Homeopathic Science from MUHS and PGDHHM from Symbiosis Institute of Health Sciences. Her studies also include PGDEMS & PGDCR from Grant Medical Foundation and Nucleus Institute of Clinical Research respectively. She has close to a decade of healthcare industry experience from India and the USA, working in multiple sectors such as clinical department, wellness, project management, care coordination, operations, business development, strategic partnerships and medical affairs. She is an avid traveler and loves to explore new places.

# Proactive Communications & PR Campaigns

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## Budget 2023: Healthcare industry expects tax incentives, policy support

The industry expects the Government to provide tax incentives for both new and existing healthcare projects, push for infrastructure development and simplified regulations.

Published: 18th January 2023 09:07 PM | Last Updated: 18th January 2023 09:07 PM

Microeconomics  
Politics  
Current Affairs

## Pharma, healthcare sector seek simplified regulations in budget

The pharmaceutical industry bodies have urged government to promote innovation.

**Press Scoop of India**

**NATHEALTH** The government should take measures to promote innovation and R&D in the pharmaceutical industry. The industry expects the government to provide tax incentives for both new and existing healthcare projects, push for infrastructure development and simplified regulations.

The pharmaceutical industry bodies have urged government to promote innovation. The industry expects the government to provide tax incentives for both new and existing healthcare projects, push for infrastructure development and simplified regulations.

**Healthcare Federation of India**

With a shift away from reactive care towards **Preventive Care**, personalization of health is becoming a key focus area that can be achieved via **Digital Health**. Several tech dev. such as **telemedicine** and **acceptance of wearable devices** already support **Preventive Health**.

- How to enter and build a head-to-head position in the Digital Health market space?
- Develop "Digital First" strategies instead of "Digital as a Bolt-on" for conventional businesses
- Build digitally enabled supply chains that are resilient, scalable and efficient
- Create digital health offerings that are integrated with preventive health to patient that connect to point of care delivery, onwards to post care follow up and then, recuperative care

## Budget 2023: Healthcare industry experts urge govt to focus on preventive care, increased investment & GST reform

Some public health experts have also pointed out that India needs targeted investments in government programmes that focus on addressing the unmet need of marginalised populations and geographies – greater investments in health, nutrition, education, professional skills and employment opportunities.

Written by **Sachinika Prasad**  
January 9, 2023 3:55:03 pm

**NATHEALTH #WeStandWithIndia** @nathealthindia - Jan 17

Glad to know that India is gradually moving towards becoming **digital** in the **healthcare** sector & its success is now quite visible. Congratulations to everyone who is helping in making **#DigitalHealth** a possibility for the nation.

**Dr. RS Sharma** @rssharmas3 - Jan 16

I am happy to share that **ABDM** has touched another milestone. With 10 crore health records linked to **Ayushman Bharat Health Accounts**, we appreciate all citizens for coming forward to support our efforts in making healthcare digital in India.

**#abdm #AyushmanBharat #DIGITALHealth**

Under **Ayushman Bharat Digital Mission** Over **10 Crore Health Records** Linked Digitally with **Ayushman Bharat Health Accounts**

**NATHEALTH #WeStandWithIndia** @nathealthindia - Oct 19

As we prioritize accessible & affordable healthcare in India, the conversation needs to be driven towards expanding India's health infrastructure by harnessing technologies & innovations through active & meaningful collaboration between the start-up community & industry.

**Barriers that discourage co-innovation partnerships between healthcare startups and corporates:**

- Absence of a clear corporate commitment to open innovation
- Difficulty faced by startups in getting connected to top corporate decision makers
- Cultural differences between the organizations
- Lack of accessible and effective interfaces between the two

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Recognizing Excellence in the Fertility Industry

## Healthcare Outlook '23: Experts optimistic about G20 Presidency & Digital Innovations

The recovery of the healthcare sector in 2022 was underlined by the industry's commitment to innovation and tech advancements, steered by putting patients at the centre of care. In view of India's G20 Presidency, digital health innovation, achieving universal health coverage, and improving healthcare infrastructure and delivery will continue to be the key driving factors in 2023. The adoption rate of new technology-based products will continue to grow in 2023.

Prabhat Prakash & Prathiba Raju • ETHealthWorld • Updated: December 31, 2022, 23:59 IST

**NATHEALTH #WeStandWithIndia** @nathealthindia - Jan 27

In line with the vision of our PM @narendramodi, the **#NATHEALTHAnnualSummit2023** will focus on achieving **#ArogyaBharat** i.e. making **UHC** a reality for India. Join industry leaders & key stakeholders on 22nd & 23rd March where they discuss how to achieve this.

Stay tuned for more!

**Arogya Bharat 2023**  
Redefining the Role of Private Sector in Achieving Universal Health Coverage while addressing current barriers and setting critical pathways

**WHAT IS THE VISION?**

- Exploring innovative healthcare financing
- Revolutionizing medical education
- Empowering patient safety
- Leapfrogging with use of digital technologies
- Re-imagining preventive health & wellness
- Global opportunities for India's healthcare
- Recognizing commendable CSR practices
- Promoting Start-ups & Innovation
- Creating business opportunities

**REGISTRATION**

**NATHEALTH #WeStandWithIndia** @nathealthindia - Oct 7

Digitalization of the **healthcare** sector is the future of the industry. However, concerns over privacy have been raised time and again. Here's a study that has analyzed the risk-benefit factor of digitalization.

**Study finds the risks of sharing health care data are low**  
The potential risk of patient re-identification from publicly available health data is extremely low, according to new research from a team ...

**Business Today**

## Union Budget 2023: Health industry experts urge govt for more funds for R&D, innovation, and infrastructure

India is among the most preferred destinations globally for medical tourism and therefore, industry experts have called for increased policy support.

**Neetu Chandra Sharma**  
Updated Jan 14, 2023, 9:40 PM IST

**NATHEALTH #WeStandWithIndia** @nathealthindia - Jan 16

Your support matters!  
Become a part of the **#TBMuktBharat** Abhiyan today by adopting a TB patient.  
Be the change the community needs.

**#TBTaregaDeshJeteega**

**Join The Fight Against TB Today!**  
Become a **Ni-kshay Mitra**

Central TB Division | #TBMuktBharat and Ministry of Health

**Healthcare Federation of India**  
Published by Members For

With an aim to make healthcare services **Accessible** in tier 2 & 3 cities, officials including **Hon'ble Deputy CM & Health Minister Bhupendra Patel** met & discussed the way forward where patient's role in the **NATHEALTHAnnualSummit** was emphasized & encouraged.



**NATHEALTH would like to acknowledge its partners for the  
9th Annual Summit - Arogya Bharat 2023**

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